Our Docket No. 20030242.ORI

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re App   :   Ronald Wrenholt, et al

S.N.   :   10/624,207   Art Unit 2176

Filed   :   July 22, 2003   Examiner James J. Debrow

For   :   METHOD AND SYSTEM FOR AUTOMATING
                     THE PRODUCTION OF PUBLICATIONS

DECLARATION OF RONALD WRENHOLT

I, Ronald Wrenholt, make this declaration in support of the above-captioned patent application.

1.   I am one of the inventors of the inventions covered by the claims of the subject application.

2.   I understand the claims of the subject application stand rejected under 35 U.S.C. § 103 based upon U.S. Patent No. 5,991,783 dated November 23, 1999 ("Popa et al") in view of U.S. Patent Publication No. 2004/003411 A1 ("Nakai et al").

3.   Nakai et al was published on January 1, 2004. This publication date is more than five months after the July 22, 2003 filing date of the subject application. The Nakai et al application, which resulted in the Nakai et al publication, was filed with the U.S. Patent and Trademark Office on June 27, 2003. We completed the invention we are claiming in the subject

application before June 27, 2003. Therefore, the Nakai et al

reference is not prior art.

    4.   The subject application was assigned by me and my co-

inventors to our employer, Lifetouch Inc. Lifetouch Inc. is the

nation's largest school photography company and an industry

leader in the yearbook publishing business. The invention

covered by the subject invention arose out of Lifetouch's desire

to (a) further automate the yearbook publishing business; and

(b) provide the students who comprise school yearbook staff the

opportunity to create and edit yearbook pages on line.

    5.   Lifetouch refers to its commercial embodiment of the

invention covered by the subject application as "Volumes II".

Lifetouch commercially implemented its Volumes II product prior

to June 27, 2003 and it was successfully used by Lifetouch and

its customers to create pages for yearbooks before that date.

    6.   Exhibit A is a guidebook prepared by Lifetouch and

used by its Volumes II customers before June 27, 2003. This

guidebook assisted those using the method of the present

invention in the creation of yearbook pages. Again, such pages

were created using the method claimed in the subject

application.

    7.   Claim 1 of the subject application defines a method

for creating pages for a publication. A yearbook is a

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publication that has pages and the Volumes II system is used to create the pages of the yearbook and the yearbook itself. See Exhibit A.

8.   Element "a" of claim 1 of the subject application requires assembling a collection of images to appear in the publication. This was done in several ways using the Volumes II system. As described on pages 4-6 of Exhibit A some images are collected by the school's yearbook staff and mailed to Lifetouch. Other photos (e.g. school portraits) are taken by Lifetouch or a non-Lifetouch professional photographer. In this way, a collection of images to appear in the publication was assembled.

9.   Element "b" of the method defined by claim 1 of the subject application requires collecting data related to the images. Page 6 of Exhibit A describes one way data related to images was collected. The discussion on page 6 relates primarily to data concerning photographs taken by the yearbook staff. Page 18 discusses how the data collected was used to keep track of photographs. Page 20 describes the types of data collected related to portrait images taken by Lifetouch photographers.

10.   Element "c" of claim 1 of the subject invention requires the creation of a database linking the images collected

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to the data related to the images and storing said images and database on a first computer system. The first computer system referred to is the computer system maintained by Lifetouch Inc. The images and data related to those images were stored in a separate database on the Lifetouch computer for each of our yearbook customers. This database linked the images to the data. A separate website was also created for each yearbook customer so that the school's yearbook staff could access the database from a remote computer. The various screen shots shown on pages 8-10, 12-15 and 17-27 were created by accessing such a database and linked photos stored on the first computer. See in particular the screen shots on pages 19, 20, 22 and 23.

11. Element "d" of claim 1 of the subject application requires using one of a plurality of second computers at a location remote from said first computer system to access the database. The plurality of second computers used in the Volumes II was all of the computers in the world having internet access. Page 36 outlines the desired specifications for a second computer used with Volumes II. Pages 8-10 describe various security measures employed to ensure that only authorized users get access to the database (website) for a particular yearbook customer. The screen shots on pages 9, 10, 12, 13-15 and 17-24 are all copies of screens that appeared on the internet browser

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of a second computer (i.e., a computer located at a customer's

site) as a result of accessing the database stored on the first

computer (i.e., Lifetouch's computer system).

12.   Element "e" of claim 1 of the subject application

requires using one of the second computers to select and

communicate to the first computer (i) the desired page layout

for at least one page of a publication; and (ii) the desired

manner in which the images should be grouped. How this was done

in the Volumes II system is described on page 20 for the

portrait pages of a yearbook. Using the yearbook customer's

computer, the user would log on to the website on the Lifetouch

computer system. The user would select and communicate to the

Lifetouch computer system the desired page layout for at least

one page by selecting a "style sheet" and "portrait layout

design". See paragraphs 4 and 5 on page 20 of Exhibit A. In

the same fashion, the user would use the second computer to

communicate the desired manner in which images should be

grouped. See paragraph 2 on page 20 of Exhibit A which

indicates the grouping choices included sorting the portraits by

the grade, homeroom or teachers to whom the students pictured

were assigned.

13.   Elements "f" of claim 1 of the subject application

requires using the first computer system to create and store as

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a file a panel for at least one page of the publication based

upon the desired page layout and manner in which the images

should be grouped. This element of the claim also requires that

this file contain low-resolution versions of the images. These

are the "portrait panels" described in paragraph 6 of page 20 of

Exhibit A.

14.   Element "g" of claim 1 of the subject application

requires that one of the computers be used to place the panel

into a page and communicate to the first computer system that

the page is acceptable. In Volumes II, the Page Builder feature

of the software was used to place the completed portrait panels

into the pages. See paragraph 7 on page 20 of Exhibit A. Pages

25-32 describe how the Page Builder feature was then used to

review and edit the pages. When the pages were deemed

acceptable, the user would submit them for printing. See

Exhibit A, page 25. This, again, was done online by clicking on

the screen of the second computer (the school's computer) to

send a signal to the first computer (Lifetouch's computer). See

Exhibit A, page 21.

15.   Element "h" of claim 1 requires using the first

computer to modify the acceptable page by changing the

low-resolution images to high-resolution images. As noted at

the bottom of page 25, "Once your pages are submitted for

printing, the low-resolution images will be replaced with high-resolution files by our pre-press professional system."

16. Finally, element "h" of claim 1 requires printing the modified page as part of printing the publication. Page 32 of Exhibit A describes the color proofs that were printed to check color. Pages 33-34 describe final printing of the yearbooks and delivery of the yearbooks to the school.

17. Exhibit B is a copy of a log report covering Lifetouch's commercial implementation of the Volumes II system. The log report covers the work of various teams of Lifetouch personnel involved in this implementation. The work of each team is reflected separately in a separate section of the report. Each section is organized chronologically. All dates in the report, which have been masked, predate the June 27, 2003 filing date of the Nakai et al reference.

18. The work of the technology team is reflected on pages 4 and 5 of Exhibit B. The first set of entries in this section of the report indicates that Lifetouch had 65,000 images "online" and that the average was 760 images per school. This means that this collection of images had been assembled as required by element "a" of claim 1 of the subject application, data related to the images had been collected as required by element "b", we had created and stored on our computer system a

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database linking the images collected to the data related to the image as required by element "c", and we had made the database and images available "online" to remote computers as required by element "d".

19.   Further down on page 4, the technology team's section of the report says that we had "35 successful Flash! flows" is a term we used to describe the steps of (1) having the customer select and communicate to our computer system a desired page layout for the portrait pages of a yearbook and a desired manner in which the images should be grouped; and then (2) using our computer system to create and store as a file a panel for each portrait page of the yearbook based upon the desired page layout and method of grouping. To conserve space on our server and to speed data transmission between our computer system and the computers at a school used by the school's yearbook staff, these panels included low-resolution thumbnail versions of the photographs to be included on the page. Hence, the statement "35 successful Flash! flows" indicates that our system had performed as required by elements "e" and "f" of claim 1.

20.   Another team involved in the Volumes II project was referred to as the "Pages" team. The work of the Pages team is the subject of Exhibit B starting at the bottom of page 1 through the bottom of page 2.

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21. A fourth entry in the Pages team's section of the report reads "Page proofs to 3 schools 120 pages...Good news - new server will allow faster production of high res proofs for Volumes." The fifth entry indicates 2117 pages had been "Submitted", 708 high res PDFs had been made, and 9 schools had received color proofs. As discussed above and described in Exhibit A, pages are "submitted" after the copy, photos and graphics are placed on the page. See Exhibit A, page 4, paragraph 5. As reflected on page 17 of Exhibit A, this is done on the school's computer by clicking the "submit to Lifetouch" button shown in the screen shot. This sends a signal from the school's computer to Lifetouch's computer system. Thus, at the point in time when the pages are "submitted" each step required by elements a-h has been successfully completed. The entries in the report related to the production of "high res proofs" and page proofs being sent to three schools indicates that, upon "submission", Lifetouch's computer system modified the submitted page by changing the low-resolution images to high-resolution images and then printed the modified pages as part of the printing of the publication. Thus, this section of the log of events provided by the report of Exhibit B indicates that the invention defined by claim 1 of the subject invention was

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successfully used to create pages for a publication before the

June 27, 2003 filing date of the Nakai et al reference.

    Further declarant sayeth not.
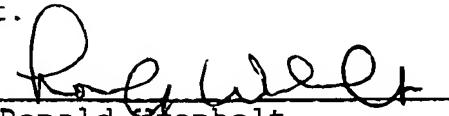
                      Ronald Wrenholt

Date: _____ , 2006.

Volumes Weekly Meeting Notes

▼ 🖯. Covers ████████
  • ☐ 69 Covers are in out of 77 needed
  • ☐ Friesens is working on 3
  • ☑ Amiee to forward list to Chris   Amiee
  • ☐ 4 are with Rachel
  • ☐ Shipped out 17 cover proofs + seven to go today
  • ☑ E-mailing a pdf of second proofs
  • ☑ Namestamping - still missing 8 lists   Amiee
  • ☐ Waiting on 7 for rep response
  • ☐ E-mail to reps on cover status
▼ ☐ Covers ████████
  • ☐ 77 Covers received (missing 3 for fall and 2 new)
  • ☐ 58 Proofs are out
  • ☐ 22 Proofs are back
  • ☐ 8 Have gone to Friesens for output
▼ ☐ Covers ████████
  • ☐ 65 Covers out on proofs
  • ☐ 33 back - 14 to Friesens
  • ☐ Need to get April Shippers in ASAP
  • ☐ Asked for 2 from Rachel
▼ ☐ Covers ████████
  • ☐ 72 covers to schools, 40 back, 28 to Friesens
  • ☐ Email to Chris today
▼ ☐ Covers ████████
  • ☐ 76 covers gone out
  • ☐ 60 covers returned
  • ☐ 45 to Friesens
▼ ☐ Covers ████████
  • ☐ 9 outstanding covers
  • ☐ 65 to Friesens
  • ☐ Problems with Comm. Christian   Amiee
▼ ☐ Covers ████████
  • ☐ Only Comm Christian is still out
▼ ☐ Covers ████████
  • ☐ Comm Christian Font came yesterday
▼ ☐ Covers ████████
  • ☐ Comm Christian cover was sent to Friesens - Last one for May day
▼ 🖯 Covers ████████
  • ☑ Provo - need material specified
  • ☑ Paradise Valley - Question for Friesens
  • ☐ Dorsey - foil issue   Ron
▼ ☐ Covers ████████
  • ☐ All fall delivery covers are complete except for 1
  • ☐ New school from Ed McConnell
▼ ☐ Covers ████████
  • ☐ One cover waiting for Ed
▼ 🖯 Pages ████████
  • ☐ 474 PageMaker pages submitted
  • ☐ 387 submitted online
  • ☐ Proofing color pages
  • ☐ Some schools need master pages applied   Ron
  • ☐ Page receipt report to weeks
  • ☑ Need a process for page proofs notifications   Ron
▼ ☐ Pages ████████
  • ☐ 617 PageMaker pages are in house
  • ☐ Prescott will go out today
  • ☐ Need a process for creating low res pdf and gif from high res and updating
  • ☐ Chris working on XDT files today
  • ☐ Allison, Jason, Chris, Kurt, Melinda, Megan
▼ ☐ Pages ████████
  • ☐ 1052 PM pages in - 43 proofs out (24 schools)
  • ☐ Kurt, Josh and Jason working on PM Proofs and PDFs
  • ☐ Need a process for making low-res PDFs
  • ☐ Kris is working on Vol II - 1253 submitted
  • ☐ Lots of submitted fonts - looking for fonts
▼ ☐ Pages ████████
  • ☐ Readdress master page applications - unsubmit - Kanwal would like us to call school and teach them how to apply - copy can get overwritten   Glenn
       when master is applied.
  • ☐ Production nightmare dealing with all the emails coming in regarding all the pages - masters, page numbers, minor changes. What if we could   Glenn
       provide an entry area to append special instructions
  • ☐ Add Page submissions for Vol 1? LPI Portal
  • ☐ 12870 contracted pages, 5133 Saved, 1443 Submitted - many saved pages look complete - are they just not submiting
  • ☐ Still only 37-40 schools that haven't flowed Flash! Target Flash! First
  • ☐ Final page and copy counts due by Wed 5pm (Emails coming in every day) Covers are in production   Julie
  • ☐ When do we need final info for Fall books? (Fall on normal schedule - talk to Joanne re: what are the dates)   Julie
  • ☐ Follow -up on missing color info   Julie

EXHIBIT

tabbies

B
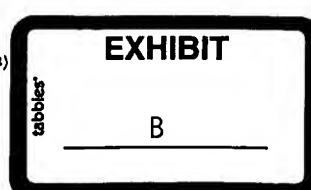
- ☐ Follow-up on deadlines
    Julie, Glenn,
    Chris, Sheri

- ☐ Page proofs to 3 schools 120 pages
- ☐ Processed 250 PM pages - slowed down yesterday with Designer pages
- ☐ Good news - new server will allow faster production of high res proofs for volumes

▼ ☐ Pages
- ☐ 1642 PageMaker submitted
- ☐ 2117 Submitted
- ☐ 708 High res pdfs have been made
- ☐ 9 schools have color proofs
- ☐ Binuscan will help us get caught up on color conversions
- ☐ We've uploaded pdfs for just 2 schools
- ☐ Saved are up by about 200
- ☐ Should have status from all reps on schools by today
- ☐ We will have a call on Wed to discuss status with reps   Julie
- ☐ We will start weekly or twice weekly calls to determine status of each account   Ron
- ☐ Looking at staffing for second and third shift
- ☐ PageMaker files are starting to move
- ☐ Need to hire a proofreader and clerk

▼ ☐ Pages
- ☐ 2000 PageMaker submitted
- ☐ 2700 Vol II Submitted
- ☐ Flat Rock to Friesens tonight
- ☐ 3 more are finals (Jupiter Christ, East Coweta, Sunrise Middle)
- ☐ Organized by ship date
- ☐ Trying to get caught up
- ☐ Most books will be finished by next week
- ☐ A lot of PDFs got uploaded last night
- ☐ 100 pages for Riverside Military
- ☐ Fonts are the main issue (TrueType fonts on a lot of pages)
- ☐ Moreau Catholic TrueType - check with Joanne to see if they can use them
- ☐ Lots of color proofs at the Indigo - sent 11 schools so far

▼ ☐ Pages
- ☐ 2652 PageMaker pages
- ☐ 3691 Vol 2 pages
- ☐ 423 uploaded not approved
- ☐ 141 approved
- ☐ 152 pages ready Friesens

▼ ☐ Pages
- ☐ 3124 PageMaker
- ☐ 4617 Vol 2 pages
- ☐ Need to mandate that pages are approved by certain date or we will reschedule
    Conference call with reps Monday night.
- ☐ Set up conference call with reps for Monday   Chris/Julie
- ☐ Policy for proofs not returned on time
    Generally, we will give them 5 calendar days to return the proofs. If they don't we will need to reschedule by one week. Option 2 is to let us proceed with the pages is shown on the proof.
- ☐ Still sending color proofs to customers

▼ ☐ Pages
- ☐ 4183 PageMaker
- ☐ 5829 Vol 2 pages
- ☐ 39 Schools are at 100%
- ☐ 5/2 schools are going to be done by Sunday - goal is to have them to Friesens by 4/11
- ☐ 5/9 schools are started now - goal is to have them to Friesens by 4/18

▼ ☐ Pages
- ☐ 6400 Vol 2 pages
- ☐ Cesar Chavez - Chris will work the book

▼ ☐ Pages
- ☐ Incoming pages - Comm Christian agreed to Summer delivery
- ☐ Norman North - PageMaker
- ☐ We should check to see what deadlines were committed
- ☐ Send out spec sheets to summer/fall books   Amiee
- ☐ All 5/23 books sent out today - less than 10
- ☐ Double-checking for duplicate pages
- ☐ Cesar Chavez will be late - could ship Saturday
- ☐ Miami Jr/Sr high was by original promise, but we miscommunicated ship date so they were upset
- ☐ Provo delivered
- ☐ Three 5/30

▼ ☐ Pages
- ☐ Have some summer jobs that haven't submitted pages
- ☐ Amiee to contact reps on 2 that haven't submitted
- ☐ All 5/23 should arrive on time
- ☐ Dedicated truck for Florida with 4 books

▼ ☐ Repairs and Adjustments
- ☐ Need to reinforce the process with the reps
- ☐ Keeping up a spreadsheet of issues   Amiee

- 'ロ' Did a full page ad for Watson B. Duncan
▼ ☐ Best Seller ▬▬▬▬
  - ☐ Mailed kit out to Siren Thursday
  - ☐ Caught up and adviser at Central Catholic was happy
  - ☑ When do we finalize quantity for Friesens? (2/26)   Julie
  - ☐ Followed up on reports
  - ☑ Verify enrollment with front offices   Megan
▼ ☐ Best Seller ▬▬▬▬
  - ☐ Reports are being finalized on 2 schools
  - ☐ Waiting on Siren for forms
  - ☐ Hope is being trained
  - ☑ Letter when payment is too late   Sheri
  - ☐ Finalize copy counts   Julie
▼ ☐ Best Seller ▬▬▬▬▬
  - ☐ Final reports to all schools except the Fall job
  - ☐ Today is Megan's last day - send e-mail to Hope
▼ ☐ Best Seller ▬▬▬▬
  - ☐ Siren's order package was sent back to them - they are resending it, and it will arrive Monday - start invoicing next week
  - ☑ Finalize invoice and report dates - Siren   Julie
  - ☐ Hope will talk to Love's Park regarding Sagewood, namestamping   Hope
  - ☐ Hope sending on refused payments info to Advisors Fri - am.   Hope
  - ☐ There is one student that was told they could turn in their payment late - Hope and Sheri following up   Hope / Sheri
▼ ☐ Best Seller ▬▬▬▬
  - ☐ Finalizing reports of what was paid for   Julie
  - ☐ Reps are responsible for determining the final qtys on Zoom, etc.
▼ ☐ Best Seller ▬▬▬▬
  - ☐ Entering payments - next past dues are 3/28
  - ☐ Send total of Siren up to Teresa   Hope
▼ ☐ Best Seller ▬▬▬▬
  - ☐ We got a Siren invoice back that doesn't add up and the tax is not correct   Julie / Sheri
        Need to find out how much they are overpaying and refund the difference.
  - ☐ Need to audit all the other jobs   Julie
▼ ☐ Best Seller ▬▬▬▬
  - ☐ Final copy report due for Siren HS   Julie
  - ☐ Finalized on Monday
▼ ☐ Best Seller ▬▬▬▬
  - ☐ Sent it out
  - ☐ Will send out electronic form to all existing reps and schools
  - ☐ Determine key findings and discuss at Summer Meeting
▼ ☐ Finance Update ▬▬▬▬
  - ☐ Charge draw presentation at Winter Meeting
  - ☐ Web enabled reporting from LPIP is coming
  - ☐ Following up with Reps on exemption form
  - ☐ Start on pricing tool next week   Sheri
▼ ☐ Finance Update ▬▬▬▬
  - ☐ Working on pricing tool   Sheri
  - ☐ Need to smooth out pricing anomalies around 350 qtys
▼ ☐ Finance Update ▬▬▬▬
  - ☐ Pricing tool still being worked on. Working on base pricing
  - ☐ 568K in on deposits   Sheri
  - ☐ Sheri to look into payments for March schools - first invoices
▼ ☐ Finance Update ▬▬▬▬
  - ☐ Renewals are at 46% 1.6 mil
  - ☐ Deposits are at 661K - 31%
  - ☐ Pulling together e-prelim video instructions
  - ☐ Working with Josh and Heidi to get reps set up on e-prelims
▼ ☐ Finance Update ▬▬▬▬
  - ☐ E-prelim information went out to remaining reps
  - ☐ Final testing needs to be done on pricing tool
  - ☐ Capital needs should be forwarded to Ron - due by March 28
▼ ☐ Finance Update ▬▬▬▬
  - ☐ First prelim is out - working on processes for e-prelims
  - ☐ Process for auditing Friesens invoices
  - ☐ Capital due a week from today
  - ☐ Need to finalize pricing tool
  - ☐ Need to figure which schools will be grandfathered on price
▼ ☐ Finance Update ▬▬▬▬
  - ☐ Need capital finalized today
  - ☐ Cubicles for KC - 4
  - ☐ Same number as last year on production
  - ☐ Pricing tool on hold until we do more testing
▼ ☐ Finance Update ▬▬▬▬
  - ☐ Capital, Budgeting
  - ☐ Need a reforecast next week
  - ☐ Darwin will work with Chad to capture WIP costs

- ▼ □ Finance Update ▬▬▬
  - • □ Budgeting and sales planning
  - • □ Planning for 150 accounts (50% there on pub reservations)
  - • □ Need true contracts
  - • □ Invoicing is going well.
  - • □ Working on an audit process for checking Friesens billings
- ▼ □ Finance Update ▬▬▬
  - • □ Invoicing is going OK
  - • □ Budgets
  - • □ Katie is auditing Friesens invoices - Invoices are matching
  - • □ Tracking books where they are charging us 2nd and 3rd deadline color prices
- ▼ ⊟ Technology Update ▬▬▬
  - • □ 65,000 Images are online avg 760/school
  - • □ 78 have had Flash! updated 100,000 Flash! Images
  - • □ 3300 saved pages - 242 submitted (is portal showing correct number?)
  - • □ Test 12 Flash! flows - only 8 are complete
  - • □ Finalize Vol 1 instructions   Glenn
  - • □ mpower server still crashing (3 times yesterday) may be a Microsoft bug
  - • □ Vol 1 customers Portrait process is nearly complete
  - • □ Get Photo Plug-In bug with spaces in the name
  - • □ Get Photo Plug-In stretched images
  - • □ Quark XTension not needed by St. Thomas because they want to Vol 2.
  - • □ Should we do demos at sales meeting on Macs?
  - • □ Java Script errors on Mac schools.
  - • ☑ Provide a check list to the reps of trouble-shooting list   Ron
- ▼ □ Technology ▬▬▬
  - • □ Need to add final approval process to Volumes ladder
  - • □ Server crashed once yesterday
  - • □ 35 successful Flash! flows
  - • □ Working on Netscape Navigator support for Bill Milne
  - • □ Considering hot fix from Microsoft
- ▼ □ Technology ▬▬▬
  - • □ Flowed 37 Flash! jobs here
  - • □ Amiee has 9 that Kanwal is testing Flash! for
  - ▼ □ Testing to find bugs in Get Photo Plug-in
    - • □ Space in photo name on Mac doesn't work
    - • □ Replacing a photo in a box causing stretching
    - • □ Windows still issues with not bringing photos in
  - • □ Server is crashing once a day (working with Microsoft)
  - ▼ □ Final approval ready Tue or Wed next week   Glenn
    - • □ Need process for low res PDF for Vol 1   Ron
    - • □ Will add a portal utility for uploading and indicator for color or not
    - • □ Will send e-mail to customer automatically
  - • □ Multiple page submission will be added after Final Approval
  - • □ Finalize instructions for Vol 1 Flash! downloads
- ▼ □ Technology ▬▬▬
  - ▼ □ LPI Portal - add Vol I submissions (click tab on left nav of portal)   Glenn
    - • □ Show page checkin as a sig in rows
    - • □ Identify pages as color or B/W
    - • □ Combined would be ideal (Vol I & II)
    - • □ Can we reverse populate the ladder diagram with color info? future
    - • □ Indicate when pdf was uploaded
  - • □ Approve page - and uploading of pdf process is complete and ready to go. Email will go to Amiee & Darwin today   Glenn
- ▼ □ Technology ▬▬▬
  - • □ Production - SI will go live today.
  - • □ Indexing went live yesterday for North Branch - still need flow and styles and merge and import and export   Glenn
  - • □ Only schools wanting indexing will see it on their site
  - • □ Still going to add Vol 1 page check-in to portal.   Glenn
  - • □ Master pages are being applied by a temp - 23 schools with 700 pages missing masters
    - Could have layering issues, page number could be behind something, could be a technical issue with master page. Mostly on portrait pages or page numbers on entire book.
  - • □ Incoming master page requests have been done except for 2 of Geri's who have been e-mailed
  - ▼ □ Second Microsoft hotfix has stopped crashing. We are running into other very strange behavior
    - • □ Missing text - Glenn was able to see it as well
    - • □ Talked with PageFlex this morning - they are concerned as well
    - • □ May also relate to slowness
  - • □ Elevated time-out issue with Web Services
  - • □ Decided not to implement multiple-page submission feature this year
- ▼ □ Technology ▬▬▬
  - • □ Removed hot fixes from server last night to see if it improves performance
  - • □ Watching for problems with creating PDFs and double page spreads
  - • □ We are getting a staging server for the Volumes server at Agiliti - 4 times faster than current
  - • □ Darwin and PageFlex to review
  - • □ Thang Huyn will be in KC on Wed, Thu, Fri
  - • □ Glenn to be there on the following Mon - Wed
  - • □ Volumes Indexing - Flow Index to go live today - testing today

- ▾ □ Quark XTension - Vincent will fix today
  - □ Testing on Adobe Plug-in - Windows - Adobe process did not work.
- ▾ □ Technology
  - □ Hot fix was put back on last night
  - □ Mac was very fast this morning
  - □ Indexing is ready for testing and uploading
- ▾ □ Technology
  - □ Server hasn't crashed since hot fix was reapplied
  - □ Do we still want a Vol 1 check-in?
  - □ High res pdf workflow is working
- ▾ □ Technology
  - □ Server is stable
  - □ Thang building pages in KC
  - □ Indexing is all set except for documentation
- ▾ □ Technology
  - □ Website changes have been prioritized
  - □ Font licensing options are being evaluated
- ▾ □ Sales Update
  - □ Preparations for Winter Meeting
  - □ Rebooking Cell - 72% 1.2 mil rebooked
  - □ Bill, Sarah and Al haven't rebooked
  - □ $15,000 for 2004
- ▾ □ Sales
  - □ Sarah Rogers last day is tomorrow
  - □ Cell will take over her schools
  - □ Rebooking still going well
- ▾ □ Sales Update
  - □ Current focus on new business and rebooking (42%) 1.5 mil
  - □ Bay area transition is set with Cell taking Vol and NP
  - □ Rest of the bus. will go to John Capistrant
  - □ Finishing perf reviews for the reps
  - □ Schedule a call with reps to encourage page submissions   Chris
- □ Sales Update 2
- ▾ □ Sales Update 3
  - □ Reps are working on getting pages ins
  - □ 56% rebooked by Mar. 7 - met the tier vs. 1 or 2 schools last year at this time
  - □ Should see some new business in next week and 1/2
- ▾ □ Sales Update
  - □ $50,000 of new sales for next year (5 new accounts)
  - □ Working on adding 4 territories to add Volumes product line
- ▾ □ Sales Update
  - □ 2 new accts from Ed M. $61K
  - □ 1 new acct Cathy $28K, Cell $11K, Bill M $50K
  - □ Expanding into 4 areas, Montana, CB territory, NW Ill, St Louis
  - □ Adding 4 other LPI reps - Miami, Atlanta, Phoenix, Cinncinati
  - □ Chris will arrive in KC Sunday
- ▾ □ Sales Update
  - □ 66% Rebooked as of this morning (4 reps above 80% Cell, Geri, Ed M, Cathy)
  - □ 2.3 Million renewed out of 3.5
  - □ 6 Reps have new schools (Cell $77K, Ed $65K) $235K to date.
  - □ Palo Verde is lost for next year (N'Perspective)
  - □ Are N'Perspective delivering ontime? (Chris hasn't heard complaints)
- ▾ □ Marketing
  - □ Working on a marketing piece for the meeting (Would you go back?)
  - □ Banners are done
  - □ Presentation materials are done
  - □ Trying to finalize pub agreement
- ▾ ⊟ Marketing
  - □ Working on 2004 pricing and pricing tool (2/19/03)
  - □ Volumes demo
  - □ Marketing brochure finalized next week
  - □ Follow up from Winter Meeting
  - □ Working with Rachel on Cover Process
  - □ 2004 Kit Materials
  - □ Support for supplements (pricing and sales tool)
  - ☑ Build a form to indicate which pages are color
  - □ Talk to Friesens about shipping specs   Karen
  - □ Determined final page proofing process
    Proof the first 32 pages (or less if they have less) of color with a hard copy proof. Still post pdfs online with instructions to make corrections online. Add final approval process to the ladder. We will post single page pdfs for Vol 1. Encourage usage of Special Instructions instead of e-mails for indicating corrections. Charge for a new PageMaker file is $17.00?. Charge for a new photo is ?.
- ▾ □ Marketing
  - □ Finalized Marketing mailing, flyer, demo
  - □ Three outstanding issues with Rachel - Amiee will send email to me
  - □ Still working on kit materials - pricing tool, deadlines for reps
- ▾ □ Marketing

- ☐ Pricing tool is almost finalized
- ☐ Kit materials - meeting with Production and Karen, Ron to determine items
- ☐ Instructed North Branch on indexing
- ☐ We activated indexing for Round Lake - Julie to call   Julie
- ☐ Worked on schools needing master pages
- ☐ Lead generation with postcards
     We will use same database as what was used for calendar promotion. Reps finalize edits and contact Cherie to get mailing out. Reps will follow up within a week.
- ☐ Create a way to get extra promo pieces to reps   Julie
- ☐ Ed has had comments on 52 page book in demo
- ☐ Karen following up with Curwin on shipping specs   Karen
- ☐ Check on special namestamped copies for principal and others   Karen

▼ ☐ Marketing ▓▓▓▓
- ☐ Working on kit materials
- ☐ Mostly focused on production

▼ ☐ Marketing ▓▓▓▓
- ☐ Check with Houa to see if mailings for Milne are going out   Chris
- ☐ Requested 10 more demo CDs from Trekk
- ☐ Pricing tool - no communication on grandfathered schools until books are finaled
     We won't know which schools are affected until they invoice out. Need some wording to explain that there are possible cases of schools which will need adjustments.
- ☐ Chris will communicate to the reps on Monday about using the lead generation

▼ ☐ Marketing ▓▓▓▓
- ☐ 44 Surveys are back - trying to get the rest in.
- ☐ Drawing next week - cameras to deliver in the fall
- ☐ Working with Sheri on information we need to capture
- ☐ Hiring Graphic Designer

▼ ☐ Marketing ▓▓▓▓
- ☐ Graphic Design intern starting next Tuesday
- ☐ Kit materials are the focus - ready by August 1
- ☐ 47 Surveys are back.

▼ ☐ General Questions

- ☐ The concept of being able to create my yearbook online
- ☐ The concept of managing all of my yearbook images online
- ☐ The user-friendliness of the website
- ☐ The Volumes online Ladder Diagram
- ☐ The Image Library for organizing my photos
- ☐ The ability to assign access privileges to staff members
- ☐ The ability to assign tasks to staff members
- ☐ The ability to upload images to my Image Library
- ☐ The quality of the color proofs I received
- ☐ Service from my local Lifetouch representative
- ☐ Service from my in-plant Volumes Customer Care Team

▼ ☐ Vol I Questions - Did you use Adobe PageMaker to build any of your pages?

- ☐ Using the Get Photo plug-in to select and crop my photos from the Image Library
- ☐ The variety of layouts in the Volumes PageMaker Template Library
- ☐ Viewing proofs and indicating corrections online
- ☐ The Flash! Portrait process for creating my Portrait Panels

▼ ☐ Vol II Questions - Did you use the online PageBuilder to build any of your pages?

- ☐ The ability to select and crop my photos online
- ☐ The instant PDF proofing
- ☐ The variety of layouts in the Volumes Online Template Library
- ☐ The Flash! Portrait process for creating my Portrait Pages
- ☐ The ability to customize my layouts in the online PageBuilder

- ☐ What I liked BEST about the Volumes program was:

▼ ☐ My top three suggestions for improving Volumes would be:

- ☐ 1.
- ☐ 2.
- ☐ 3.

▼ ☐ Prioritizing Future Enhancement Ideas

Throughout the year, we have captured many good suggestions from our Volumes customers for future enhancements to the Volumes program. Please rank these possible enhancements to the Volumes process and website from 1 to 10 (1= MOST important, 10= LEAST important).

- ☐ Online help screens
- ☐ Additional font choices
- ☐ Ability to track book sales online
- ☐ 24/7 access to in-plant customer service
- ☐ Availability of online consultations with a skilled designer
- ☐ Online image editing capabilities
- ☐ Online ad-builder for personal or business ads
- ☐ Spellchecking

- ☐ The ability to customize portrait page layouts

- ☐ Guides and rulers in the online PageBuilder

- ☐ Other comments:

Vol 2004 programming changes

	☑	☑	☑
Backgrounds added	☑	☑	☑
Add button to export index	☑	☐	☐
Portrait Panel Instructions	☑	☐	☐
Post clip art from Rachel Cost	☑	☑	☑
CD-ROM of PM Templates	☑	☐	☑
New graphic elements	☑	☑	☑
Image editing toolbox - Arcsoft?	☑	☑	☐
Page Submitted records - school keeps	☑	☐	☑
Manual / Instructions on CD	☑	☑	☑
Page layout board for montage size 8 and 9	☑	☑	☑
Ability to renumber pages	☑	☑	☑
Fix all PageMaker Flash! templates	☑	☐	☑
Senior ad builders	☐	☑	☐
PDA ad templates	☑	☑	☑
Budget tool	☑	☑	☐
Business ad templates	☑	☑	☑
Portrait Page Planner	☑	☑	☑
▼ Font policy for Vol 1 and Vol NP	☑	☐	☑
Contact Bitstream for fonts?	☐	☐	☐
Fix cropping tool to properly warn on too low of res images	☐	☑	☐
Cover materials identified	☑	☑	☑
Cover sampler - material, foil, metaline	☑	☑	☑
Portrait templates	☑	☑	☑
Cover Order Forms	☐	☐	☐